

Application ref: 2023/0724/A
Contact: Duty Determination Team
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Date: 24 April 2023

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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Bull And Bush
North End Way
London
Camden
NW3 7HE**

Proposal:

Display of 1 x internally illuminated post sign, 1 x externally illuminated lettering sign and 1 x externally illuminated hoarding sign

Drawing Nos:

Planning and Heritage Statement (Document No. IMS-F-18, Revision 1); The Old Bull & Bush Sinage Proposal (19.12.22); JMDA_1652_20_009 (Oct 2022); Application Form (signed 21/02/2023).

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting consent:

This application is for the updating and replacement of some of existing signs on the site in Hampstead Conservation Area. There is a related application under 2023/0725/L. The proposed changes are minor, largely limited to colour and the weight and style of font being used. The current signs on the Grade II listed building were granted under applications 2016/0209/L and 2016/1642/A.

The main fascia remains a simple and complementary design with a lighter colour and weight font on the lettering, but otherwise with a siting, size, style, and illumination similar to that which currently exists. Similarly, the post advertisement is effectively a sensitive update of the current sign. The small hoarding sign is a replacement in a darker background colour, with a dark grey brown that is unobtrusive and sensitive to the setting of the building. The external trough lighting, as supported by the neighbourhood plan, is as currently exists and would complement the listed building. There is also some repainting of doors and windows proposed, and this is also in a sensitive colour, similar to the existing.

Overall, the proposal would preserve the character and appearance of the pub and conservation area, and there would be no harmful impact on amenity or public safety. The council has had special regard to the desirability of preserving the character and appearance of the Conservation Area, and the listed building, its setting, and its features of special architectural or historic interest, under sections 16, 66, and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

The proposed works are in general accordance with policies, D1, D2, and D4 of the Camden Local Plan 2017, DH1, DH2 and EC2 of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with the policies of the London Plan 2021 and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer